

## AGRICULTURAL MARKETING SUPERVISOR II

This is administrative and supervisory work in the planning and direction of a comprehensive program of marketing for North Carolina livestock, both nationally and internationally.

Employee plans and directs the work of a staff of trained agricultural specialists in species-specific programs designed to develop, strengthen and promote the agricultural industry of North Carolina. Employee also supervises a state-wide network of livestock graders, coordinating scheduling of graded livestock sales and availability of specialists and graders to actually sell livestock for North Carolina producers. Duties include supervision of market development, service programs and regulatory marketing activities, as well as all livestock shows at the North Carolina State Fair. Work is performed under the general supervision of the Division Director and is reviewed through written reports, conferences and results of marketing efforts. Work may include other duties as assigned.

### I. SUPERVISORY/MANAGERIAL FUNCTIONS:

Planning - Employee establishes short and long-range program goals and objectives and the organization of programs to accomplish overall Division objectives which have been set jointly with Division Director.

Organization and Direction - Employee coordinates the development of marketing service programs to promote North Carolina produced livestock, to stimulate profitable marketing, to increase processing efficiency, and to advise on current market trends.

Budgeting - Employee develops budget requests in support of commodity-specific marketing programs, but overall administrative budget is administered by administrative Assistant Director. Because grading programs are self-supporting, employee oversees billing and collection for co-op budget on grading fees.

Training - Employees recruited generally have high level skills in agricultural marketing, minimizing the need for training. Employee provides training, if required, on departmental methods and procedures of conducting business. Much training is provided to new graders and continuing education workshops are held to insure uniformity among experienced and newer graders.

Setting Work Standards - Employee assures that subordinates meet overall division work standards. Within these overall standards, employee may establish and enforce standards for quality and quantity of work for his work unit.

Reviewing Work - Employee reviews program activities to determine conformance with program and Division goals. In addition, employee reviews overall accomplishments against goals periodically. Especially complex or controversial projects are discussed during progress.

Counseling and Disciplining - Employee resolves minor complaints and grievances. More serious problems would be discussed with the immediate supervisor before action is taken.

Performing Other Personnel Functions - Employee is responsible for goal setting and periodic performance appraisal for subordinate employees. Employee interviews and recommends applicants for employment.

II. SCOPE AND NATURE OF WORK SUPERVISED:

Dynamics of Work - Employee must respond to periodic changes in work techniques or areas of work emphasis.

Variety of Work Supervised - Employee supervises professional marketing specialists who are assigned to specialized species. Employee also supervises livestock graders.

Number of Employees Responsible For - Employee supervises five marketing specialists and approximately 8-10 livestock graders.

III. EXTENT OF SUPERVISION RECEIVED: Long-range projects and programs are planned and coordinated with the Director. Employee independently manages activities within the unit and coordinates changes in programs, goals, objectives and work procedures.

IV. SPECIAL ADDITIONAL CONSIDERATION:

Supervision of Shift Operations - Although there are not structured shifts, many days at livestock sales become 15 to 18 hour work days and employee must insure that there is staff to cover all hours. This is handled by the same staff working straight through.

Fluctuating Work Force - The number of livestock graders under this position does fluctuate depending on activity in the livestock industry.

Physical Dispersion of Employees - All specialists travel regularly, primarily domestically but one also travels internationally. The livestock graders are located throughout the State and also travel within the State to cover livestock markets as necessary

V. RECRUITMENT STANDARDS:

Knowledges, Skills and Abilities - Thorough knowledge of the principles involved in the production and marketing of livestock. Considerable knowledge of the principles of agricultural economics. Ability to analyze marketing situations and industry needs and to creatively formulate plans of work to meet these needs. Ability to establish and maintain effective working relations among trade associations, farm groups, state and U.S.D.A. officials, and the agricultural industry in general. Ability to plan, organize and direct work operations. Ability to train and supervise subordinate workers. Ability to review and critique the work of others.

Minimum Training and Experience Requirements - Graduation from a four-year college or university with a major in marketing, business administration, crop science, animal science, horticulture, or a related agricultural curriculum and four years of experience in agricultural marketing at least one of which is involved with international livestock marketing, or an equivalent combination of training and experience.

Special Note – This is a generalized representation of positions in this class and is not intended to identify essential functions per ADA. Examples of work are primarily essential functions of the majority of positions in this class, but may not be applicable to all positions.

Degrees must be received from appropriately accredited institutions.